

your

 *fotron*

ELECTRONIC CAMERA

**Handle With Pleasure**



TRAID CORPORATION



## IMPORTANT! CHARGE FOTRON BEFORE USING!

Your Fotron is electronic and scientifically programmed to take the work out of photography—makes taking pictures fun again. It operates on rechargeable nickel cadmium batteries and will give you endless and effortless pleasure if you GET THE CHARGE HABIT!

Before inserting your first SNAP-LOAD Magazine, CHARGE FOTRON AT LEAST EIGHTEEN HOURS. This will bring batteries up to capacity. (If you're the impatient type and just can't wait to take your first pictures—Fotron should have enough power to take ONE Snap-Load Magazine after six hours of charging—but don't press your luck by trying to shoot two!)

We suggest you leave Fotron plugged in when not in use—then it will always be fully charged and awaiting your pleasure. YOU CANNOT OVERCHARGE and your camera will be ready to take those once-in-a-lifetime pictures you'll cherish forever. Remember—you don't have to keep flashbulbs and other paraphernalia on hand—all you need to catch that special picture is a Fotron and a Snap-Load.

If your Fotron has not been used or charged for 30 to 45 days, follow this procedure:

1. Charge overnight (18 hours).
2. Shoot at least one picture; but no more than one Snap-Load Magazine.
3. Charge overnight once more, then you are ready for three full Magazines.

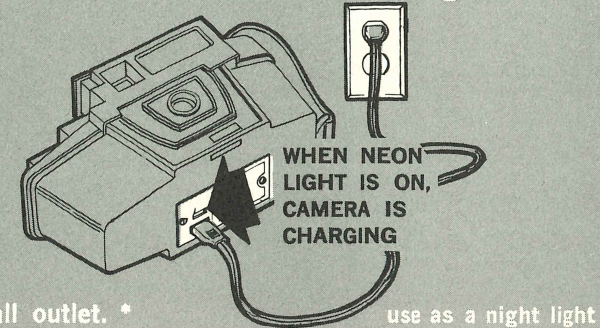
(Do not attempt to open camera. It should be disassembled only by an authorized serviceman.)

If you leave your Fotron *on charge* when not in use, press either the Indoor or Outdoor button every week or two, then press Off button.

These above procedures are necessary in order to keep the capacitor, a very important electronic component of your camera, formed and ready at all times.

## Get The Charge Habit!

Charge Fotron before inserting first Snap-Load Magazine. Always recharge after using three Snap-Load Magazines or after 30 days. To charge, merely insert cord provided into outlet in bottom of camera . . .



then plug into any standard 115V AC wall outlet. \*

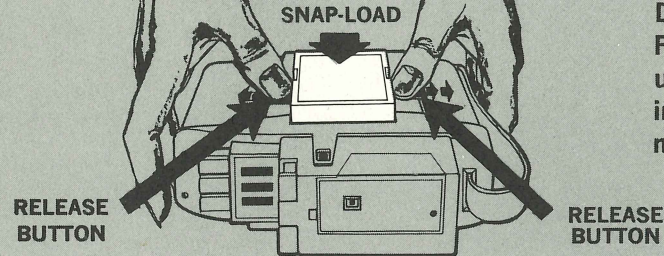
Charging procedure is very simple:

1. Be sure camera "OFF" button is depressed or Fotron will not recharge.
2. Insert cord (provided with camera) into outlet in bottom of Fotron—then plug into any standard 115V AC wall outlet.\*

\*Simple step-down transformers and suitable plugs are available for use in countries whose standard current is other than 115V AC.

3. Neon light beside camera outlet will indicate Fotron is charging. (Light will NOT go off when fully charged.)
4. Camera can be charged with or without Snap-Load Magazine in place.
5. You cannot overcharge—so why not leave plugged in when not in use?

## 1. Snap!



Snap in Snap-Load Magazine. Don't be alarmed at motor hum — Fotron is winding film to first exposure. In approximately 20 seconds, indicator will show 10 "Pictures Remaining" and automatically stop.

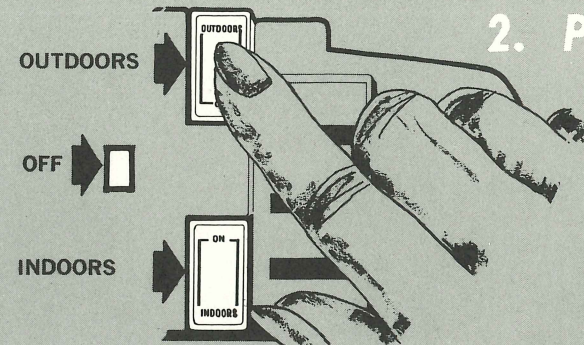
Lay Fotron face down, with base of camera toward you. Set Snap-Load in recess in back of camera. With thumbs, press release buttons toward sides of camera. Snap-Load will drop into recess. Move thumbs over to Snap-Load and press gently, but firmly, into place. (Motor will hum for about twenty seconds—winding film to first exposure). **ONCE SNAP-LOAD IS IN PLACE, DO NOT REMOVE UNTIL ALL TEN PICTURES HAVE BEEN TAKEN**, then remove by again pressing re-

lease buttons, and lift out. The motor will hum again for about 3 seconds—Fotron programs itself to receive the next Snap-Load Magazine. (If for any reason, magazine is removed before all ten pictures have been taken, camera will continue through entire program and prepare itself for fresh magazine).

The exposed film should be mailed direct for processing—see instructions with film.

## 2. Press!

Indoor or Outdoor Button. In a few seconds miniature neon "Ready Lights" on either side of the lens will flash, telling you Fotron is ready for action.

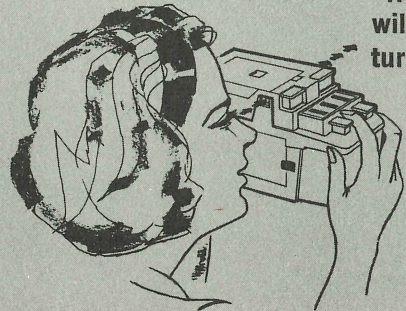


The press of either the Indoor or Outdoor button turns on Fotron's power supply.

The Sunburst electronic flash operates both indoors and outdoors—providing "instant sunlight" for inside shots and filling in closeup shadows on outdoor shots. We suggest you

use Indoor button for pictures in deep shade, such as porches, patios, or under trees; and all outdoor shots taken late in the afternoon or at night should be taken with Indoor button. If you move from indoors to outdoors, or from bright sun to deep shade, be sure to change setting.

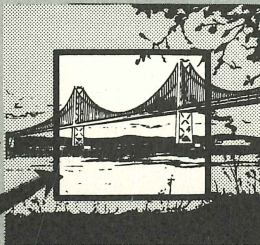
### 3. Aim



Raise camera to eye level and "frame" your subject. (Viewfinder will open when camera power is turned on.)

Anticipation area.

Actual picture.



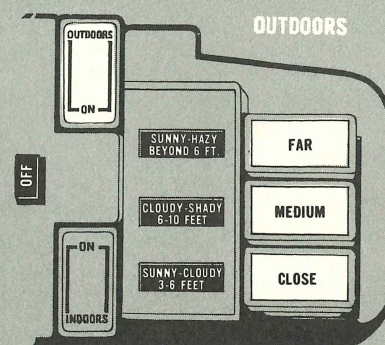
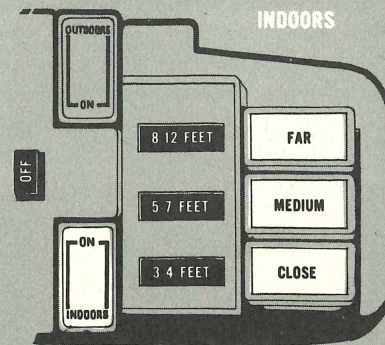
Confine your subject to inner square in viewfinder.

Raise Fotron to eye level and frame your subject in the area inside the inner square. The area around the smaller square is the "anticipation" area and allows you time to catch your subject at the best possible moment. This is especially true on indoor shots,

as your picture is snapped in 1/1000th of a second — fast enough to stop virtually any action.

On outdoor shots speed is reduced to 1/60th of a second, so subject and camera should be fairly still and steady.

### 4. Push!



When you press Indoor or Outdoor Button, the above readings appear. Merely push the button next to the appropriate condition or footage. Fotron is programmed to move the lens to proper range, adjust for proper exposure, set off electronic flash, trip shutter and advance film to next exposure. "Pictures Remaining" on top of camera will tell you how many exposures are left. Allow slow count to fifty between shots. "Ready lights" will be flashing.

INDOOR PICTURES: Do not attempt to take *flash* pictures beyond 12 feet, as light will not be sufficient beyond this point.

OUTDOOR PICTURES: On sunny or hazy days, all shots *beyond* 6 feet should be taken with "Far" Button.

All close-ups (3-6 feet), whether sky is sunny or cloudy, should be taken with "Close" Button.

If the weather is cloudy, either confine your shots to close-ups, or, if you wish, use "Medium" button for pictures in the 6 to 10-foot range. Scenery pictures (beyond 10 feet) on cloudy days are usually not very satisfactory on color film.

Be sure to press OFF button when camera is not in use.

# Nine Tips

## For Even BETTER Pictures!

1. Remember you're using COLOR, so use it to full advantage! Have your subject hold, wear or stand near bright colored objects — you'll get more interesting pictures.
2. Be sure to take CLOSE-UPS of people outdoors (about 3-6 feet). You don't have to have them face the sun — your Fotron Sunburst flash will "fill-in" the shadows.
3. For groups or scenery pictures the colors will be brighter if the sun is at your back — shining directly on the subjects.
4. Pictures in deep shade — under trees or porch—should be taken with "Indoor" button.
5. Indoors you will enjoy most the pictures taken fairly close (3-4 feet or 5-7 feet).
6. Indoors have your subject fairly close to a background — not in the middle of a large room — the lighting will look more natural.
7. On Indoor shots — don't POSE your subject and your pictures will be much more interesting. With Fotron's fast indoor shutter speed (1/1000th second), action or candid shots are a breeze.
8. If you're in the dark, avoid having your subject look directly into the camera — you may get a red reflection from his enlarged pupils. Better yet — leave on a few lights.
9. If film is to be kept for any length of time, store in a cool dry place. Do not leave in storage compartment of car or any other warm place.

## SPECIFICATIONS:

Fotron Electronic Camera: Push-button operated, Snap-Load Magazine, built-in strobe light and power source, motor-driven film transport, aperture and zone focus programmed by linkage with push-button controls, rechargeable batteries, recharge unit built in.

Film	Special Snap-Load Magazine, loaded with 10-exposure, standard Eastman Kodacolor. Frame size 24.6 mm x 24.6 mm.	Synchronization	Built-in strobe, color corrected, 1/1000 sec. flash duration, 30-watt second, 25 degree angle beam spread. Flashing ready-light also serves as reminder that camera is "on".
Lens	Fotron 57 mm, f/4.5, f/5.6 and f/10.5, 3-element, anastigmat, all elements coated.	Power Supply	Rechargeable nickel-cadmium battery, 3 magazine capacity. Recharged overnight on 115V AC circuit. Charging cord furnished with camera. Recharger circuit contained in camera.
Minimum focusing distance	3 feet	Film Transport	Electric motor wind; programmed to wind off leader, with automatic stop; advance film to next frame after each exposure; prevent double exposure; count exposures automatically; wind off trailer after last exposure.
Focusing	Automatic zone-focusing, one of 3 positions automatically set when shutter is released.	Camera Housing	High impact Cyclac for strength and beauty.
Viewfinder	Eye-level, large field, parallax corrected for 6 ft.	Accessories	None. (Except carrying case.)
Exposure	Automatic aperture selection when range button is pressed.		
Shutter	Behind lens, rotary type, 1/60 sec., automatic shutter cocking when film is transported.		

## ABOUT TRAUD CORPORATION . . . . .

*Your Fotron Camera is a product of Traud Corporation, Encino, California.*

*Traud has been in the highly specialized and technical photographic field for over sixteen years — supplying photographic systems, high-speed motion picture cameras and related equipment to the nation's space and defense programs.*

*All this technical know-how has been channeled into the design and manufacture of your Fotron — making it the easiest-to-operate and most reliable camera ever devised. The complications of taking pictures have been invented away — resulting in a top-quality camera that is fun to use.*

## Fotron Warranty

### YOUR GUARANTEE OF PICTURE PLEASURE

Only the conscientious care with which your FOTRON was built makes possible the unique two-year or 4,000 picture guarantee. Within two years after purchase, or 4,000 pictures (which ever comes first), any repairs necessary to the FOTRON Camera because of defects in workmanship or material will be made — or at our option — the camera will be replaced without charge. SNAP-LOAD Magazines which are themselves defective will also be replaced.

No other warranty or guarantee is expressed or implied; and we are not responsible for loss of film, for other expenses or inconveniences, or for any other damages resulting from failure of this equipment. In case of unsatisfactory operation, deliver the camera to the dealer from whom you bought it, or send it transportation paid to the Traud Corporation, Encino, California, along with a description of the trouble encountered, plus the date and place of purchase.

 *fotron*

TRAID CORPORATION, ENCINO, CALIFORNIA

your  
 *fotron*  
ELECTRONIC CAMERA

**Handle With Pleasure**



TRAID CORPORATION





**TRAID CORPORATION, ENCINO, CALIFORNIA**

## I N S T R U C T I O N S

Your Fotron camera comes to you with sufficient charge to shoot three Snap-loads of film. In the event you are not ready to take pictures when you receive the camera, put it on charge until you are ready.

### CHARGING YOUR FOTRON

Always push the **OFF BUTTON DOWN** if there is any time lapse between shots, also after finishing each magazine of film. In other words, the **OFF** button should always be **DOWN** when the camera is not in use. We have supplied a charge cord which you will find plugged into the bottom of the camera. This plug must be removed before attempting to take pictures. When you are not taking pictures, and electric current is available \*(standard 115V AC) insert the plug into the bottom of the camera and connect the cord to the wall outlet. A small red light adjacent to the plug will tell you that the camera is charging. **THIS CAMERA MAY BE LEFT ON CHARGE AT ALL TIMES WHEN NOT IN USE. IT CANNOT OVERCHARGE.** If the red light does not go on when the cord is plugged into the wall outlet and the camera, you have either a poor wall connection, or the cord is defective. Cords are thoroughly tested before they leave the plant, but should one fail to charge the camera, notify us immediately and we will ship a replacement. *\*If you plan to take your camera into a state or country where voltage is other than 115V AC, please contact Traid Corporation for advice. We stock a simple stepdown transformer and suitable plugs for your convenience.* Keeping your camera on charge when not in use is most important. This insures a "Ready" camera at all times. Ready for that unusual, once in a lifetime shot, and ready for the unplanned vacation trip. You will find that the small red neon light on the bottom of the camera provides a good night light when placed near a phone, or on a night stand.

### INSERTING & REMOVING SNAP-LOAD MAGAZINE

**CAUTION...** After removing Snap-load from film box and styrene container, be sure to check the under side for the word **UNEXPOSED** printed in white on the black paper leader. If your first magazine is placed in the container and film box after you have finished taking ten pictures, it is easy to re-use the exposed magazine. Once the film has gone through the magazine the word **UNEXPOSED** will no longer be visible. You will find this printing on the under side of all new film.

To insert a Snap-load magazine, lay the camera face down with base toward you. Set Snap-load in recess in back of camera. With thumbs, press release clamps toward sides of camera. Snap-load will drop into recess. Move thumbs over to Snap-load and press firmly. **DO NOT BE ALARMED WHEN MOTOR STARTS RUNNING;** just continue pressing until clamps on both sides are firmly seated in Snap-load depressions. Motor will continue to run until film has advanced to the first picture you are going to take. White arrow in center of dial on top of camera will then point to number "10", which is your first picture. Each time a picture is snapped motor runs and arrow is advanced to next lower number, telling you how many pictures remain. **Once SNAP-LOAD IS IN PLACE DO NOT REMOVE UNTIL ALL 10 PICTURES HAVE BEEN TAKEN,** then remove by pressing outer edge of release clamps. Magazine will snap out and motor will run for about three seconds, advancing the arrow to the point where the camera is ready to receive the next Snap-load magazine. Mail your finished magazine to Processing Lab, as per instructions on film box. A small green "Re-order" envelope is provided with each magazine. Always use this envelope for film or reprint orders. **DO NOT** send film orders, reprint orders or checks in the box with the magazine you are sending to the lab for processing.

*Continued....*

## TAKING PICTURES WITH YOUR FOTRON

Before taking any pictures familiarize yourself with the buttons on the camera...the two top buttons near the *OFF* button, marked *INDOORS* and *OUTDOORS*, and the three lower buttons marked *CLOSE*, *MEDIUM* and *FAR*. You will note that when you press the *INDOORS* button the reading next to the *CLOSE* button is 4-5 feet. The reading next to the *MEDIUM* button is 6-8 feet and the reading next to the *FAR* button is 9-12 feet. It is suggested that you measure, and use the exact footage specified. Once you become familiar with the camera you will find yourself able to judge these distances without measuring. Sunny days are always best for outdoor pictures. This is especially true in the case of distance, or infinity pictures. Use *INDOOR* button for medium or close pictures on extremely dull days, and in deep shade such as porches, patios or under trees, or for late afternoon and night shots.

Example of how to take an *INDOOR* picture: Assuming you have loaded your Fotron with a Snap-load magazine and the arrow points to the number 10, you are now ready to take your first picture:

*No. 1 Press the INDOOR button.*

*No. 2 Check front of camera and wait for lights on either side of lens opening to blink at least 5 times.*

*No. 3 Check distance between subject and camera and determine whether you should press CLOSE, MEDIUM or FAR button.*

*No. 4 Raise camera to eye level and center eye so that you see the entire red border in the Viewfinder frame. Be sure subject is within this frame.*

*No. 5 Press button with proper reading for distance between subject and camera.*

Fotron is programmed to move the lens to proper range, adjust for proper exposure, set off electronic flash, trip shutter and advance film to next exposure. The camera takes care of all action the moment you press the button, and you are ready to take the next shot as soon as the motor has completed advancing the film and the blinker lights have flashed a few seconds. *DO NOT attempt to take INDOOR pictures beyond 12 feet.*

### A FEW DONT'S TO HELP YOU AND YOUR FOTRON GET THE BEST POSSIBLE PICTURES AND SERVICE

*1. Don't try to take distant outside pictures on extremely dull days or in fog.*

*2. Don't move the camera when taking outside pictures. Hold your breath and squeeze the button as in squeezing a gun trigger.*

*3. Don't take outside pictures toward the sun. Always keep the sun at your back.*

*4. Don't insert a magazine in the camera without first looking for the white printed UNEXPOSED on the black paper leader.*

*5. Don't include film orders, reprint orders and checks with magazines you are sending in for processing. Don't send film or reprint orders and checks in payment envelopes.*

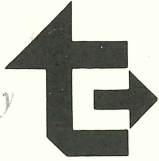
*6. Don't forget to print your name and address in the designated space on the end flap of the film box.*

*7. Don't press the wrong button. Measure distance and determine in advance, which button you should use.*

*8. Don't take pictures directly into the subject's eyes in a dark room. Have the subject look away from camera into a light placed close by.*

*a lifetime of pleasure through the* **FOTRON PROGRAM**

*sponsored by*



**TRAID CORP.** *a leader in the photographic industry*

P. O. BOX 2722, TERMINAL ANNEX, LOS ANGELES 54, CALIFORNIA

Dear Patron:

Enclosed with this letter is your payment booklet and a supply of envelopes addressed to the office which will service your file. The cards are for your convenience in remitting monthly payments and also meet the requirements of our electronic accounting equipment. We would appreciate your assistance by using one of the cards with every payment. Information concerning their use can be found on the inside cover of the booklet itself.

You may pre-pay your account at any time and save service and budget charges of \$1.00 per month.

It is the responsibility of this office to service your account completely. To insure fast and accurate handling, please direct any questions or inquiries to my attention.

Cordially,

TRAID CORPORATION

A handwritten signature in black ink, reading 'J. J. McMahon'. The signature is written in a cursive, flowing style with a large, prominent 'J' and 'M'.

J. J. McMahon  
Collection Manager



## TRAID COLOR PRINT COUPON

This coupon may be used as payment for one color print made from any one of your Traid color negatives. Just send negatives you select and coupons to our Traid Processing Laboratory.

Issued by Traid Laboratory, Glendale, California

NAME

ADDRESS

CITY

STATE

 **fotron** DIVISION

TRAID CORPORATION

P. O. Box 1839

Glendale, California 91209

# FILM ORDER:

INDICATE IN  
APPROPRIATE BOX  
QUANTITY OF EACH  
MAGAZINE ORDERED

☐

10 exposure Snap-Load magazine loaded with  
Kodacolor for color prints @ \$4.98 each.

☐

10 exposure Snap-Load magazine loaded with  
Kodacolor X for slides @ \$4.98 each.

☐

10 exposure Snap-Load magazine loaded with  
Verichrome Pan for black & white @ \$4.98 each.

All orders include processing and are shipped prepaid.

\$ \_\_\_\_\_ Enclosed

**NO CHARGE OR C.O.D.'S PLEASE**

**IMPORTANT!** Please print name and address in ink on both labels. Enclose your check or money order.

Labels will be used to expedite your order.

**California Residents add 5% Sales Tax**

**(Residents of other States add applicable State and local Sales Tax)**

TRAID CORPORATION  
P. O. Box 1839  
Glendale, California 91209

☐ C  
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To:

Name

Address

City

State

Zip

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## FILM ORDER:

— PLEASE NOTE —

THIS IS A LABEL

DO NOT MOISTEN

— PLEASE NOTE —

THIS IS A LABEL

DO NOT MOISTEN

## REPRINT — ENLARGEMENT — ORDER:

Reprints from Kodacolor Negatives @ \$.29 each  
(10 or more \$.25 each)

\$ \_\_\_\_\_  
Enclosed

5" x 5" Enlargements from Kodacolor Neg.  
@ \$1.00 each (3 or more \$.75 each)

\$ \_\_\_\_\_  
Enclosed

8" x 8" Enlargements from Kodacolor Neg.  
@ \$3.50 each

\$ \_\_\_\_\_  
Enclosed

Standard (3 1/2 x 3 1/2") prints from slides  
@ \$.45 each (8 or more \$.40 each)

\$ \_\_\_\_\_  
Enclosed

5" x 5" Enlargements from Slides  
@ \$1.25 each (3 or more \$1.00 each)

\$ \_\_\_\_\_  
Enclosed

Duplicate Slides from Ektachrome X @ \$.30 each

\$ \_\_\_\_\_  
Enclosed

Slides from Kodacolor X @ \$.30 each

\$ \_\_\_\_\_  
Enclosed

Special instructions inside. No charge or C.O.D.'s Please

California Residents add 5% Sales Tax  
(Residents of other States add applicable State and local Sales Tax)

T-117 REV. A 4/66 1MM